DORAL (continued)

➧ Promotion Goals
- Generate trial among competitive smokers (offensive) with 50%+ focus on king size box styles
- Generate increased retail presence to support DORAL's Big Brand image
- Generate competitive names for DORAL & Co. direct marketing program

NOTE: Additional program details are available in Wholesaler Packing Instructions.

- June Supermarket Carton Onsert with DORAL & Co. sign-up (postage paid by consumer)

  - Onserts do not have preprinted denominations on them. Field Sales should use consumer pricing dollars (discounting) in conjunction with the onsert.

  - Onsert includes a name generation for DORAL & Co.

    ➧ Promotion Goals
    - Generate names for DORAL & Co. relationship marketing program
    - Generate increased retail presence to support DORAL's big brand image
    - Defensive: hold franchise

  NOTE: For maximum promotion visibility and impact strive to work this program on the 90-carton generic floor display

- June Cigarette/Tobacco Store Carton Onsert with 3 items continuity offer (to be worked only in Partner cigarette stores)

  - Onserts do not have preprinted denominations. Field Sales should use consumer pricing dollars (discounting) in conjunction with the onsert.

  - Promotion is centered around a summer thematic that features 3 lifestyle oriented premiums for pack seals -

    (1) BBQ set with apron
    (2) Cooler ("Thermos" holds 10 cans)
    (3) Garden Tool Kit.

  - Offer expires September 30, 1997.

    ➧ Promotion Goals
    - Generate incremental competitive trial/volume
    - Generate increased retail presence to support DORAL's big brand image
    - Offensive: Generate volume/competitive trial

  NOTE: For maximum promotion visibility and impact strive to work this program on our special cigarette/tobacco store display (currently being redesigned, Item # to be provided at a later date).

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Source: https://www.industrydocuments.ucsf.edu/docs/ylgn0000